

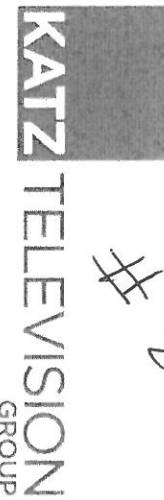
Mark Kirwan for Senate
9/26-10/3/14
\$18,500

POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☒ Certification from (Federal only)
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office
- ☒ Check

*Note: Class of time must be shown on contracts and invoices.
Retention Period: Two Years*





125 West 55th St
New York, NY 10019

2/26/2016

Contract # 25316988 Changes as of: 9/23/2016 at 11:55 AM Version: Current State Version 1
CPE: 215/234/3854 Flight: 9/26/16 - 10/3/16 Total \$: \$18,500.00
Agency: MENTZER MEDIA Advertiser: Kirk, Mark Market: Campaign-Springfld-Dtr DMA
210 W. Pennsylvania Avenue Suite 250 Product: MKIRK Office: WASHINGTON
Towson, MD 21204 Agency Order #: 5422020 Buyer: Rumbley, Chris Primary Demo: Adults 35+
Salesperson: ALEXANDRA BRADLEY 202-955-5342 Con Type: POLITICAL/VOTE
Assistant: ALEXANDRA BRADLEY Separation: Total GRP: 189.0

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/26 - 10/3										Total Spots	Total		GRP
							9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3	\$	CPP				
M-F	1 5a-5:30a		Newschannel 20 Sunrise	\$100.00	1.4	30	0	1	1	1	0	0	0	1	4	\$400.00	\$71.43	5.6		
M-F	2 5:30a-6a		Newschannel 20 Sunrise	\$150.00	2.0	30	0	1	1	1	0	0	0	1	4	\$600.00	\$75.00	8.0		
M-F	3 6a-6:30a		Newschannel 20 Sunrise	\$300.00	3.7	30	1	1	1	1	0	0	0	1	5	\$1,500.00	\$81.08	18.5		
M-F	4 6:30a-7a		Newschannel 20 Sunrise	\$300.00	3.9	30	0	1	1	1	0	0	0	1	4	\$1,200.00	\$76.92	15.6		
M-F	5 7a-8a		Good Morning America	\$350.00	3.9	30	0	1	1	1	1	0	0	1	5	\$1,750.00	\$89.74	19.5		
M-F	6 8a-9a		Good Morning America	\$350.00	2.5	30	0	1	1	1	0	1	0	1	4	\$1,400.00	\$140.00	10.0		
M-F	7 9a-10a		Live with Kelly	\$200.00	1.9	30	0	1	0	1	0	0	0	1	3	\$600.00	\$105.26	5.7		
M-F	8 4p-5p		Ellen	\$250.00	2.3	30	1	0	1	0	1	0	0	1	4	\$1,000.00	\$108.70	9.2		
M-F	9 5p-5:30p		First News at 5PM	\$350.00	5.5	30	1	0	1	0	1	0	0	0	3	\$1,050.00	\$63.64	16.5		
M-F	10 6p-6:30p		Newschannel 20 at 6	\$500.00	6.5	30	1	1	1	1	0	0	0	1	5	\$2,500.00	\$76.92	32.5		
M-F	11 6:30p-7p		Entertainment Tonight	\$300.00	3.7	30	1	1	1	1	0	0	0	0	4	\$1,200.00	\$81.08	14.8		
M	12 7p-8p		Dancing With the Stars OTO-ABC	\$1,500.00	6.4	30	1	0	0	0	0	0	0	0	1	\$1,500.00	\$234.38	6.4		
M	13 8p-10p		Presidential Debate	\$1,500.00	5.5	30	1	0	0	0	0	0	0	0	1	\$1,500.00	\$272.73	5.5		
M-F	14 10p-10:35p		Newschannel 20 at 10	\$600.00	3.6	30	1	0	0	0	0	0	0	1	2	\$1,200.00	\$166.67	7.2		
M-F	15 10:35p-11:35p		Jimmy Kimmel	\$100.00	1.0	30	0	1	0	1	1	0	0	1	4	\$400.00	\$100.00	4.0		
Sa	16 6p-6:30p		Newschannel 20 at 6	\$200.00	3.8	30	0	0	0	0	0	1	0	0	1	\$200.00	\$52.63	3.8		
Sa	17 10p-10:35p		Newschannel 20 at 10	\$300.00	3.0	30	0	0	0	0	0	1	0	0	1	\$300.00	\$100.00	3.0		
Su	18 5:30p-6p		Newschannel 20 at 5:30	\$200.00	3.2	30	0	0	0	0	0	0	1	0	1	\$200.00	\$62.50	3.2		
TOTALS:							8	10	10	9	5	2	1	11	56	\$18,500.00	\$97.88	189.0		



125 West 55th St
New York, NY 10019

Contract # 25316988	Changes as of: 9/23/2016 at 11:55 AM	Version: Current State Version 1
CPE: 215/234/3854	Flight: 9/26/16 - 10/3/16	Total \$: \$18,500.00
Agency: MENTZER MEDIA SERVICE	Advertiser: Kirk, Mark	Market: Campaign-Springfield-DMA
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: MKIRK	Office: WASHINGTON
	Agency Order #: 5422020	Primary Demo: Adults 35+
	Buyer: Rumbley, Chris	Con Type: POLITICAL/NOTE
	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA BRADLEY
	202-955-5342	202-955-5342
		Separation:

Special Instructions

Date/Time 09/23/16 11:55 AM **Added by** ALEXANDRA BRADLEY **Comment** Separation: 30

Competitive Information

Market Budget: \$52,857

WICS Share: 35%

Comment: Unknown: 65%

Daypart Summary					
Day/Time	% Distrb	Spots	Dollars	CPP	GRP
	100%	56	\$18,500.00	\$97.88	189.0
Total	100%	56	\$18,500.00	\$97.88	189.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	56	\$18,500.00
Total	56	\$18,500.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	9/23/16 12:01 PM					\$0
New	9/23/16 11:55 AM	ALEXANDRA BRADLEY	New	56		\$18,500.00

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



WICS+WICD
2680 E Cook St
Springfield, IL 62703

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 2642415

Schedule Dates 09/26/16-10/03/16
Advertiser Kirk For Senate-R (103034)
Agency Mentzer Media Services (1381)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 215/234/3854 (865177)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Rumbley, Chris
Phone/Fax /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments #25316988

Date Entered 09/23/16
Last Modified 09/23/16
Entered By Jennifer Valenti
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,775.00
Net Total \$15,725.00
Sales Tax

WICS+WICD
By Broadcast M
Oct. 2016
Grand Total:

Spots	Rate
56	\$275,500.00
56	\$18,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	5A-5:30A (CST)	1	1	1	1	1				4	\$100.00	\$400.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
2.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	5:30A-6A (CST)	1	1	1	1	1				4	\$150.00	\$600.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
3.0	Normal Line / SPOT	09/26/16-10/03/16	3	:30	6A-6:30A (CST)	1	1	1	1	1				5	\$300.00	\$1,500.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
4.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	6:30A-7A (CST)	1	1	1	1	1				4	\$300.00	\$1,200.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
5.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	7A-8A (CST)	1	1	1	1	1				5	\$350.00	\$1,750.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
6.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	8A-9A (CST)	1	1	1	1	1				4	\$350.00	\$1,400.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
7.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	9A-10A (CST)	1	1	1	1	1				3	\$200.00	\$600.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
8.0	Normal Line / SPOT	09/26/16-10/03/16	3	:30	4P-5P (CST)	1	1	1	1	1				4	\$250.00	\$1,000.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
9.0	Normal Line / News	09/26/16-09/30/16	3	:30	5P-5:30P (CST)	1	1	1	1	1				3	\$350.00	\$1,050.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
10.0	Normal Line / News	09/26/16-10/03/16	3	:30	6P-6:30P (CST)	1	1	1	1	1				5	\$500.00	\$2,500.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
11.0	Normal Line / SPOT	09/26/16-09/29/16	3	:30	6:30P-7P (CST)	1	1	1	1	1				4	\$300.00	\$1,200.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
12.0	Normal Line / Prime	09/26/16-09/26/16	3	:30	7P-8P (CST)	1	1							1	\$1,500.00	\$1,500.00	WICS+WICD Combo 100/0 (WICS) Dancing		9/23/16
13.0	Normal Line / Prime	09/26/16-09/26/16	3	:30	8P-10P (CST)	1	1							1	\$1,500.00	\$1,500.00	WICS+WICD Combo 100/0 (WICS) Debate		9/23/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sej.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WICS+WICD
2680 E Cook St
Springfield, IL 62703

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 2642415
Schedule 09/26/16-10/03/16
Advertiser Kirk For Senate-R (103034)
Agency Mentzer Media Services (1381)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 215/234/3854 (865177)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Rumbley, Chris
Phone/Fax /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments #25316988

Date Entered 09/26/16
Last Modified 09/26/16
Entered By Jennifer Valenti
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,775.00
Net Total \$15,725.00
Sales Tax

WICS+WICD Combo 100/0 (WICS++)
By Broadcast Month
Oct. 2016 56 \$18,500.00
Grand Total: 56 \$18,500.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / News	09/26/16-10/03/16	3	:30	10P-10:35P (CST)	1	1							2	\$600.00	\$1,200.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
15.0	Normal Line / SPOT	09/27/16-10/03/16	3	:30	10:35P-11:37P (CST)			1						4	\$100.00	\$400.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
16.0	Normal Line / News	10/01/16-10/01/16	3	:30	6P-6:30P (CST)					1				1	\$200.00	\$200.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
17.0	Normal Line / News	10/01/16-10/01/16	3	:30	10:35P-11:15P (CST)							1		1	\$300.00	\$300.00	WICS+WICD Combo 100/0 (WICS)		9/23/16
18.0	Normal Line / News	10/02/16-10/02/16	3	:30	5:30P-6P (CST)								1	1	\$200.00	\$200.00	WICS+WICD Combo 100/0 (WICS)		9/23/16

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, MARK KIRK
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Mark Kirk
signature of candidate or authorized committee

MARK KIRK
printed name

5-12-15
date

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Eleanor Simmons,
 being/on behalf of: Kirk for Senate,
 a legally qualified candidate of the Republican Party
 political party for the office of: U.S. Senator
 in the Primary
 election to be held on: 3/15/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies				

Attach proposed schedule with charges (if available). **Gross**

I represent that the payment for the above described broadcast time has been furnished by:

KIRK FOR SENATE

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Paul Kilgore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/12/05

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Jennifer E. Valenti

Signature

Printed Name

Title

Jennifer Valenti

From: Cindy Kulek
Sent: Monday, September 26, 2016 9:38 AM
To: Jennifer Valenti
Subject: political checks - MENTZER MEDIA SERVICES, INC.

WICS TV - MARK KIRK - CK # 98965 FOR \$ 15,725.00

WRSP TV - MARK KIRK - CK # 98966 FOR \$ 4,037.50

WBUI TV - MARK KIRK - CK # 98963 FOR \$ 59.50